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THE LEADING
GLOBAL JEWISH
HUMANITARIAN
ORGANIZATION

Commissioner Robert G. Taub, Chairman
Commissioner Michael M. Kubayanda, Vice Chairman
Commissioner Mark Acton
Commissioner Ann C. Fisher
Commissioner Ashley E. Poling
Postal Rate Commission
901 New York Ave., NW, Suite 200
Washington, DC 20268

RECEIVED

2020 FEB -4 P 4:19

Re: Docket RM2017-3
NATIONAL REGULATORY
COMMISSION

January 29, 2020

Dear Commissioners,

JDC, the American Jewish Joint Distribution Committee, Inc., a nonprofit 501(c)(3) charitable organization that has been assisting vulnerable Jews and other people in need overseas since 1914, joins other nonprofit organizations in urging the Commission to reconsider its plans to institute a new formula for calculating postage that would no longer be capped by the Consumer Price Index (CPI).

We have been advised that this new formula could lead to possible postal rate increases of 28% to 40% or more over the next five years. This would seriously reduce our ability to continue a direct mail program that has been educating the American Jewish community and augmenting our ability to provide 18 million+ hours of homecare and meet other critical needs of 110,000+ impoverished elderly in Europe, the former Soviet Union, and East Asia, including those who've survived both Nazi and Communist oppression.

In addition, we are working to help Jewish communities around the world meet a variety of economic and socio-political challenges, and helping to secure a brighter future for vulnerable people of all backgrounds in Israel.

We also lead the Jewish response to natural or man-made disasters. Six years ago, on the occasion of JDC's centennial, our Board convened in Washington to celebrate a century of partnership with the U.S. government in helping people of all faiths recover and rebuild in the aftermath of two world wars and scores of natural disasters.

Our direct mail program currently operates on a limited, fixed budget, with very thin margins defining the success or failure of each direct mail campaign. If postage rates increase as much as contemplated, that margin of success will disappear—forcing us to greatly reduce the frequency and quantity of mailings.



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This will have a disastrous impact on this revenue stream as well as on the program's potential for future growth, which depends on our ability to acquire more donors, gain their loyalty, and sustain our relationship with them over time.

We hope the Commission understands the need to keep direct mail fundraising programs cost effective by maintaining the CPI cap on postal rate increases.

Please help us continue to meet the needs of the 55,000 people touched by our programs each day—and we thank you in advance on their behalf.

Sincerely,

Asher Ostrin
Interim CEO